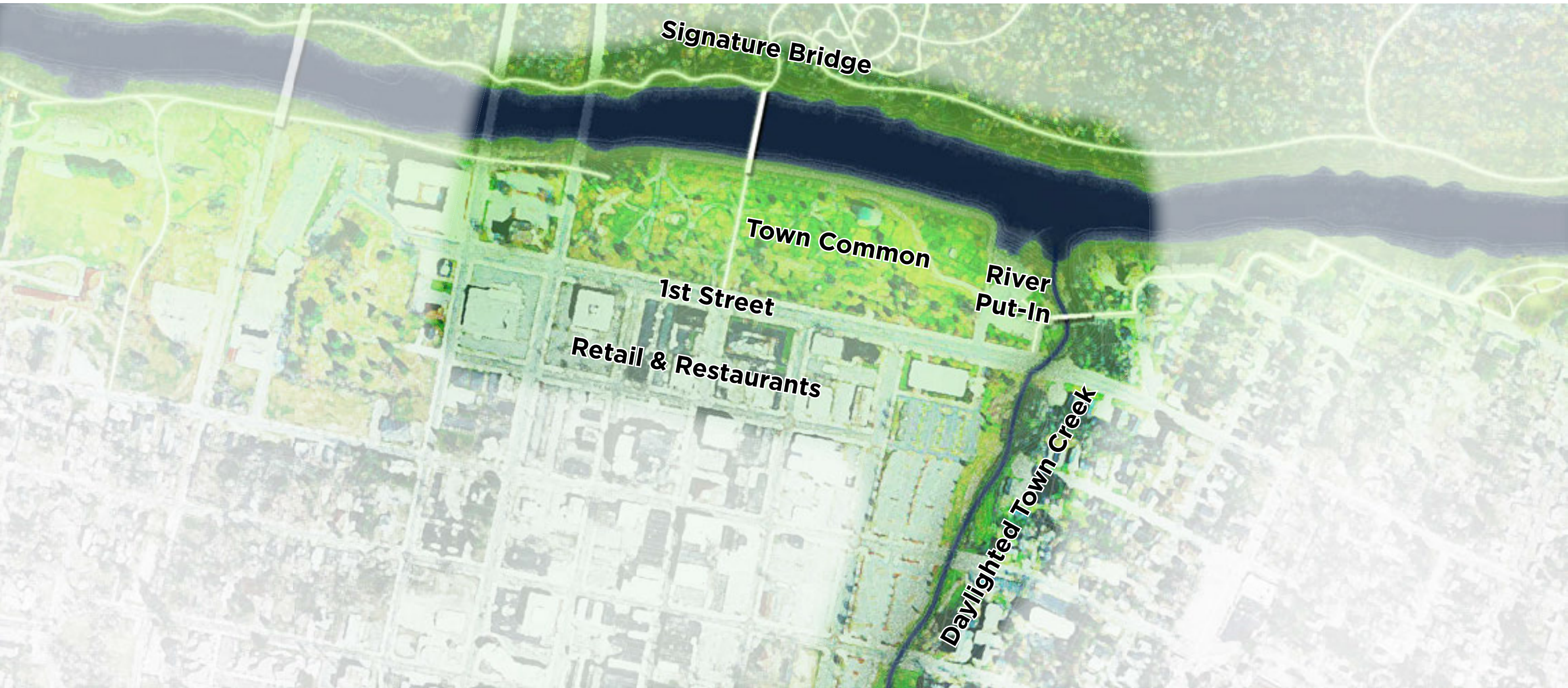


# RIVERFRONT ENTERTAINMENT DISTRICT



## Market

- There is significant opportunity to improve Uptown Greenville’s emerging retail and restaurant cluster through stronger connections to the riverfront

## Opportunities

- Underutilized publicly-owned buildings and land on 1st Street
- Revenue generation through increased property values
- Investment momentum from the private sector
- Attraction of target demographic: families & young professionals

## Immediate Next Steps

- **Step 1:** Pass the \$28 Million bond referendum and focus funding on the redevelopment of Town Common and improvements to 1st Street
- **Step 2:** Reassess the Town Common Master Plan
- **Step 3:** Rezone 1st Street as Downtown Commercial
- **Step 4:** Publish Request for Proposals (RFP) to develop the publicly-owned land and buildings along 1st Street; select multiple developers for these sites
- **Step 5:** Relocate the publicly-owned buildings on 1st Street to make way for redevelopment



# EXTREME SPORTS HUB PROGRAM - BMX



## Market

- Greenville is already well-known for its BMX community; an extreme sports hub that has a particular focus on BMX will solidify Greenville’s brand as the BMX capital of the United States

## Opportunities

- Attraction of target demographic: families & young professionals
- Branding momentum: build on Greenville’s well-known BMX community
- Potential revenue generation from competitions and associated parking and tax income

## Immediate Next Steps

- **Step 1:** Gauge interest from local and national operators
- **Step 2:** Publish a Request for Proposals (RFP) to develop the BMX park



# NORTH GREENVILLE ADVENTURE PARK



## Market

- An Adventure Park in Greenville that can draw on local visitors from Pitt County and tourists from within two hours of driving or more

## Opportunities

- Attraction of target demographics: families and young professionals
- Underutilized land
- Branding momentum: build on Greenville’s reputation for its accessibility to wilderness and on its adventure-sports community

## Immediate Next Steps

- **Step 1:** Gauge interest from local and national operators
- **Step 2:** Publish a Request for Proposals (RFP) to develop the park

